

ABSTRACT OF THE DISCLOSURE

A system for conditionally redeeming an electronic coupon includes a distribution module distributing the adaptive electronic coupon (14) to a user. Electronic coupon metadata automatically changes redemption characteristics of the coupon based on predetermined conditions relating to personal data (24) of the user and a redemption environment (26). A redemption system honors the adaptive electronic coupon at a time and place of redemption based on the predetermined conditions relating to the personal data (24) of the user and the redemption environment (26).